

# Home Furnishings Calendar 1950

JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors  
\* on national trade and consumer publications. This list covers decorating,  
\* appliances, food, building, gardens - every phase of the home furnishings field.  
\* To yearly subscribers this list is free. Non-subscribers pay \$25 for it.  
\* Additional copies are \$5 each to yearly subscribers. Personnel changes and  
\* additions are published weekly. Avail yourself of this invaluable service.  
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\* \* \* \*  
\* One of our important functions is to clear dates so that conflicts will not  
\* arise. Check with us as to available times before scheduling your next affair.  
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\* \* \* \*  
\* Events are listed without charge in the CALENDAR for approximately six weeks in  
\* advance. Let us have your listing as early as possible so that we may help you  
\* to avoid conflicts in dates and give you increasingly better service. New events,  
\* last minute changes and revisions are added each week as scheduled.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 20- Aug. 7	GOOD AMERICAN HOME PROGRAM	NATL. RET. LUMBER DEALERS U. S. SAVINGS & LOAN	CLEVELAND OHIO
	Fifteen demonstration houses ranging from \$8,400 to \$12,000 have recently been opened to the public. Many more such houses will open in other cities throughout the country in the near future. Sixty-five thousand persons visited this particular demonstration on the first day. Products featured in these first houses are: draperies by Cyrus Clark; hampers by Pearl-Wick; refrigerators by Kelvinator; Morton kitchens; Yale & Towne hardware; American Radiator & Standard Sanitary plumbing and heating; Murphy paints, N. Y. Wire Cloth Durall screens; LO-K by Lockport Cotton Batting; roofing by Ruberoid Corp.; R.O.W. Sales removable windows. Contact and Publicity: Ted Baldwin, MU. 8-2888.		
Thursday July 20 Going on	NEW BROCHURE	DECORATIVE FABRICS INST.	500 FIFTH AVENUE
	A brochure geared for the use of drapery and upholstery fabric buyers and shops is now available for free distribution to stores that would like to cooperate in the nation-wide "Home Fashion Time", September 25 to September 30. This booklet will be helpful from display, advertising, publicity and sales-training angles. Copies of this "Blueprint for Action" may be secured by addressing Decorative Fabrics Institute, 500 Fifth Avenue, New York 18, N.Y. This is the second brochure announced by a large trade association in connection with Home Fashion Time. The Carpet Institute has published a "Carpet Institute Supplement" for the floor-coverings industry. Contact: Josephine Brush, Home Fashions League, PL. 5-2276.		
Thursday July 20 Going on	NEW WOVEN FABRICS	F. SCHUMACHER & CO.	60 WEST 40TH ST.
	A new group of domestic and imported woven home fabrics, ranging from silk damasks to curled nylon velvets, has just been brought out. Printed linens are also being shown in conjunction with the 35 woven fabrics. Publicity: D. A. Ehrlich, Baldwin & Mermey, MU. 4-4540.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 20 Going on	PRESS SHOWING OF IMPORTED CHINA, POTTERY AND GLASS	HERBERT S. MARCUS	SHOWROOMS 170 FIFTH AVENUE
	Members of the press are cordially invited to view by appointment the new collection of imports at this showroom. These include: from England, selected patterns of fine English bone china, teacups and after dinner cups, crystal tableware in two semi-modern patterns by Thomas Webb; from France, opalescent glass decorative bowls; from Holland, dinnerware by Royal Goedwaagen; from Belgium, teaware by Cerabel, colored luncheon goblets; from Italy, dinnerware, tea and coffee sets by well-known ceramists with three patterns by Professor Enrico Betarini. Contact: Mr. Marcus, OR. 5-5641; Publicity: Frances Carter Scott, OR. 5-3815.		
Thursday July 20 Going on	CREWEL EMBROIDERY HERE	F. SCHUMACHER & CO.	60 WEST 40TH STREET
	Substantial supplies of hand-made crewel embroidery in fine worsted yarns on plain cloth are now available for cut orders and piece business. Large contract orders can be filled within a relatively short time. Two of the newest designs are variations on the traditional Indian Tree of Life. They come in 48" widths with a 58" repeat, in deep colors on natural grounds, at about \$18 a yard retail. Publicity: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.		
July 21	HOME FURNISHINGS MEETING OF FASHION GROUP	TOWN HOUSE, LOS ANGELES, CAL.	
Friday July 21	NEW EDITORIAL SLANT	CHARM MAGAZINE	122 EAST 42ND ST.
	With its August issue, out on this date, Charm Magazine has adopted a new editorial concept - the Magazine for Women Who Work. One of its features will be a Housekeeping Department, directed by Charlotte Adams, which will pay close attention to the problems of the working woman who runs a home and holds down a full-time job at the same time. It will attempt to make her housekeeping job an easier one. Publicity: Addie Weinerman, Assoc. Prom. Dir., Pub. Rel., MU. 3-8910.		
July 22- July 28	NATL. DOMESTICS LINEN SHOW	HOTEL NEW YORKER, NEW YORK CITY. CONTACT: MRS. G. R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.	
July 23- July 27	WASHINGTON GIFT SHOW	HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVENUE, MU. 9-7147.	
July 23- July 27	GREATER CAPITAL GIFT SHOW	HOTEL HARRINGTON, WASHINGTON, D.C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.	
Sunday July 23- July 28	THE CALIFORNIA GIFT SHOW	L.A. TRADE FAIR	LOS ANGELES, CAL. Exhibitors will display at the Merchandise Mart, Brack Shops, Alexandria Hotel and Biltmore Hotel. Publ.: Medberry & Barth, 860 S. Los Angeles St. Contact: Woody C. Klingborg, Trade Fair, 1151 So. Bway, Los Angeles, Cal.
Sunday July 23- July 28	NEW DECORATIVE ACCESSORIES	KATHI URBACH STUDIOS WESTPORT, CONNECTICUT	LOS ANGELES AND CHICAGO GIFT SHOWS
	New decorative accessories for fall retail selling will be introduced at these two gift shows. These include 13" French Provincial clay and fabric figures; Grecian figures in bisque and fabric; a free-form "tree lamp" with base and shade of green burlap and a fibre sculptured tree motif; "Serenade", a lamp with two clay and fabric sculptured Chinese figures; and four pairs of fibre sculptured paintings. Publicity: Frances Carter Scott, OR. 5-3815.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 23-	NEW YORK CURTAIN & DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y.		
July 28	CONTACT: MRS. G. R. WIGFALL, NATIONAL EXHIBITORS, LANSDALE, PENNA.		
July 23-	KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI.		
July 28	CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Sunday	NEW CHINA LINE TO	KATHI URBACH STUDIOS	ALEXANDRIA HOTEL
July 25-	BE INTRODUCED	WESTPORT, CONNECTICUT	LOS ANGELES, CAL.
July 28	A new line of china accessories designed by Kathi Urbach will be shown at the California Gift Show in the showrooms of Claude M. Sperling. Of fine translucent china, the accessories include a wine decanter with goblets, tumblers, cigarette boxes, ashtrays, coasters and a variety of bowls. Contact: Kathi Urbach, Hotel Montecito, Hollywood, Cal. Publicity: Frances Carter Scott, OR. 5-3815.		
July 23-	LOS ANGELES TRADE FAIR, ALEXANDRIA HOTEL, LOS ANGELES, CALIFORNIA.		
July 28	CONTACT: WOODY KLINGBORG, L.A. TRADE FAIR, 1151 SO. B'WAY, LOS ANGELES.		
<u>WEEK BEGINNING MONDAY, JULY 24, 1950</u>			
Monday	TEXTILE EXHIBITION	SCALAMANDRE MUSEUM	20 WEST 55TH ST.
July 24	A cross-section of various periods in textile designs used in interior decoration will be shown to the press on this date under the title "A Panoramic Review of Textiles". It will open to the public on July 25. Textile designs from Italy during the Renaissance, from 18th and 19th century France, and England will be included. Woven textiles comprise damasks, brocatelles, lampases and brocades in pure silk. Printed fabric designs are both period and contemporary; they are printed by the silk screen process. No designs are shown which cannot be used in American homes of today. Contact: John Kent Tilton, PL. 9-2070.		
Monday	PRESS PREVIEW	KATZENBACH & WARREN, INC.	49 EAST 53RD ST.
July 24	A collection of new wallpapers under the title, "Wallpaper and the Gourmet" will be shown by the press <u>by invitation only</u> at a cocktail party in The Wallpaper Gallery on the 9th floor. Beginning July 25 the exhibition will remain on view through October. Publicity: Ramona Vincent, PL. 9-5410.		
5:00 P.M.-			
7:00 P.M.			
Cocktails			
July 24-	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT.	ATLANTA, GEORGIA.	
July 27	CONTACT: FOSTER STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA, GEORGIA.		
July 24-	CRAFTSMAN'S FAIR OF THE SOUTHERN HIGHLANDS, GATLINBURG, TENNESSEE.		
July 29	SPONSORED BY SOUTHERN HIGHLAND HANDICRAFT GUILD AND SOUTHERN HIGHLANDERS.		
Monday	SUMMER FURNITURE MARKET	WESTERN MERCHANTISE MART	SAN FRANCISCO, CAL.
July 24-	Various special events have been planned for the Market. On Monday, July 24, the Furniture Club's second annual cocktail party will be held from 5:30 to 7:30 P.M. in the Mart Club Auditorium. Open to retail furniture dealers and buyers. The Furniture Retailers Seminar will be held on Tuesday, July 25, at 6 P.M. in the Mart Club Auditorium. This is open to retailers only. On Wednesday, July 26, the Western Radio-Television and Appliance Trade Dinner will be held at 6 P.M. in the Mart Club Auditorium; open to all members of the trade. Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.		
July 28			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 25 2:30 P.M. July 27 6:00 P.M.	HOME FASHION SHOW Sponsored by Brides Magazine and presenting a distinguished panel of home experts, A & S will conduct a Home Fashion Show as a feature of the store's mid-summer furniture event emphasizing the role of the store decorator in modern home planning. Dorothy Liebes, William Pahlmann and Paul McCobb will discuss new trends in home planning. Brides' editor, Helen Murphy, Alice Rydell, director of merchandising service, and Adlyn Moeller, home furnishings editor, will bring to life the home pages of the magazine by means of movable stage settings. Models in bridal fashions and a real bride-to-be will point up the show. The public is invited to attend, and to view 25 room settings on the 6th and 7th floors dedicated to every-day living and decorated by A & S decorators. The Home Fashion Show will be held in the Special Events Center on the 8th floor. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Wednesday July 26 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST A new fall line of hand-printed and basic textured fabrics will be displayed to the press at a breakfast on this date. Publicity: John Kelly, Jamian, 258 Broadway, WO. 2-6020.	DECORATIVE FABRICS	13 EAST 53RD STREET
Thursday July 27 4:00 P.M.- 7:00 P.M.	PRESS PARTY This retail store dealing in modern furniture of advance design from leading manufacturers, is reopening under new management with a preview champagne and biscuit party for the press, by invitation only. Publicity: Louise Sloane, TR. 4-6182.	TODAY'S HOUSE	53 EAST 34TH STREET
July 27- July 30	INTERNATIONAL HARDWARE SHOW, CHICAGO, ILLINOIS. CONTACT: F. M. HOGAN, 28 E. JACKSON BLVD., CHICAGO, ILLINOIS.		
July 30- Aug. 2	NEW YORK STATE GIFT & ART SHOW, HOTEL POWERS, ROCHESTER, N.Y. CONTACT: EUGENE RICHARDSON, 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
July 30- Aug. 3	NATIONAL ASSOCIATION OF VARIETY STORES TRADE SHOW, LA SALLE, CHICAGO, ILL. CONTACT: M. E. SMITH, 1416 MERCHANDISE MART, CHICAGO, ILLINOIS.		
<u>WEEK BEGINNING MONDAY, JULY 31, 1950</u>			
July 31- Aug. 10	BED COVERING & LINEN SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: WALTER OLLMAN, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Monday July 31- Aug. 11	FIFTIETH SEMI-ANNUAL CHICAGO GIFT SHOW Approximately 100 additional exhibit rooms at the La Salle Hotel will be used this season to accomodate the many prominent firms who wish to display their merchandise, bringing the total of exhibits to about 350. There will be a dinner-dance on Thursday, August 3rd, at the Palmer House and a cocktail party on Tuesday, August 8 at the La Salle Hotel. Contact: George F. Little Management, 200 Fifth Ave., New York 1, N.Y., MU.9-7147.	EASTERN MANUFACTURERS & IMPORTERS EXHIBIT, INC. LA SALLE HOTEL	PALMER HOUSE
Monday July 31- Aug. 11	MERCHANDISE MART GIFT MARKET Gifts, china, glass and pottery will be shown at this market. Giftwares for the home are expected to be emphasized. New patterns in handmade table glassware, china and pottery dinnerware will be available. Publicity: Robert B. Johnson, Promotion Dept., Mdse. Mart, Chicago 54, Ill.	MERCHANDISE MART EXHIBITORS	MERCHANDISE MART CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 31	REGISTERED CALIFORNIA GIFT SHOW, HOTEL MORRISON, CHICAGO, ILL., TO AUG. 11		
July 31- Aug. 14	FRANCISCAN GALLERY AND OFFICE OF HELEN SPRACKLING TO BE CLOSED CONTACT: HELEN SPRACKLING, 45 EAST 51ST STREET, PL. 9-1460.		
Monday July 31- Sept. 22	SALES TRAINING SCHOOL TO START Under the sponsorship of the Southern Retail Furniture Assn., a training school stressing salesmanship, furniture woods, furniture designs, laminated and solid woods, case goods construction, furniture fabrics, upholstered furniture construction, floor coverings, furniture trends, color harmony and so forth will be held for eight weeks. Contact: John H. Tobin, secretary, Scuthern Retail Furn. Assn., High Point, N.C.	SOUTHERN RETAIL FURNITURE ASSOCIATION	HIGH POINT NORTH CAROLINA
Tuesday Aug. 1 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST The official opening of Morton Sundour's new showrooms will be marked by a press breakfast. The entire building interior has been designed by Joseph B. Platt. New and interesting sheers, damasks and linens have been added to the decorative fabric assortments. In the afternoon, from 5 to 7 P.M., cocktails will be served to decorators. Attendance by invitation only. Publicity: Sumner Moulton, LO. 5-7323.	MORTON SUNDOUR	40 EAST 53RD ST.
Tuesday Aug. 1 4:30 P.M.- 7:30 P.M.	PRESS PARTY Under the title "Fashions in Television" the 1951 complete new line of television receivers and radios by Motorola will be shown to the press along with television fashions in furniture and clothes in the Wedgwood Room. Maggi McNellis is master of ceremonies. Publicity: Jeanne Lowe, Roger Brown, Inc., 40 East 49th St., PL. 5-3100.	MOTOROLA, INC.	WALDORF-ASTORIA
Aug. 1	SUMMER ISSUE OF "MODERN LAMPS" POSTPONED. NOW TO COME OUT ON THIS DATE.		
Aug. 1-5	CRAFTSMEN'S FAIR OF LEAGUE OF NEW HAMPSHIRE ARTS & CRAFTS, GILFORD, N.H.		
Aug. 4-6	SECOND ANNUAL CRAFT FAIR, MOUNT GRETNA, PENNSYLVANIA.		
Sunday Aug. 6- Aug. 9	SAN FRANCISCO GIFT SHOW The Western Gift, Jewelry, Toy & Housewares Show will be held on these dates. Exhibits may be seen not only at the Civic Auditorium but also at the St. Francis and Sir Francis Drake Hotels and the Western Merchandise Mart. Contact: Kay Leber, Show Manager, 1355 Market St., San Francisco.	WESTERN MERCHANTISE EXHIBITORS ASSOCIATION	CIVIC AUDITORIUM SAN FRANCISCO, CAL.
Aug. 6- Aug. 10	BUFFALO GIFT & ART SHOW, HOTEL STATLER, BUFFALO, NEW YORK CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
<u>ADVANCE DATES AND NOTICES</u>			
Monday Aug. 7- Aug. 19	EXHIBIT TO OPEN Ekco Products Company will share exhibition space at the International Trade Fair with its subsidiary, Platters and Stampers, Ltd., of England. All the latter's products will be shown. Publicity: Carl Byoir & Associates, Inc., 33 No. La Salle St., Chicago 2, Illinois.	EKCO PRODUCTS CO.	NAVY PIER, CHICAGO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Aug. 7- Aug. 19	FIRST UNITED STATES INTERNATIONAL TRADE FAIR	UNITED STATES TRADE FAIR MDSE. MART, CHICAGO, ILL. CHICAGO, ILLINOIS Manufacturers and direct producers, importers and exporters, agents, co-operative associations, governmental agencies, bureaus and departments, transportation companies or agencies, and others directly concerned with international trade will exhibit at this exposition. The following categories are of interest to people in the home furnishings field; fabrics; leather goods, smoker's accessories, food, home furnishings, hardware, appliances and utensils, radio, television instruments, garden equipment and supplies, building materials and supplies and so on. About two-thirds of the exhibitors will be foreign. Textile and furniture exhibits will be concentrated in Navy Pier along with other consumer goods merchandise. Other exhibits will be at the International Amphitheatre, Coliseum and Arena. Contact: Paul Roberts, Room 10136 Merchandise Mart, Chicago 54, Illinois.	FOUR EXHIBIT HALLS
Tuesday Aug. 8	ANNUAL OUTING	CURTAIN & DRAPERY CLUB	RYE WOOD CTY. CLUB
		The annual outing and golf tournament will be held at the Rye Wood Country Club in Westchester County. Contact: Arthur Nodine, WI. 7-2500.	
Aug. 8- Aug. 12	49TH STATE GIFT & ART SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 12	CHICAGOLAND MUSIC FESTIVAL, CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE.		
Aug. 12-19	SECOND ANNUAL VIRGINIA HIGHLANDS FESTIVAL OF ARTS & CRAFTS, ABINGDON, VA.		
Aug. 13- Aug. 16	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON. CONTACT: KAY LEBER, DIRECTOR, 1355 MARKET ST., SAN FRANCISCO, CALIF.		
Aug. 13- Aug. 17	PITTSBURGH GIFT AND ART SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 13- Aug. 17	ALLIED JEWELRY SHOW, BILTMORE HOTEL, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Aug. 13- Aug. 18	MIDWEST FURNITURE SHOW, CITY AUDITORIUM, OMAHA, NEBRASKA. CONTACT: CHARLES HANLEY, MIDWEST FURNITURE ASSN., OMAHA, NEBRASKA.		
Aug. 14	V-J DAY.		
Aug. 14- Aug. 17	AMERICAN NATIONAL RETAIL JEWELERS ASSN. TRADE SHOW, WALDORF-ASTORIA, N.Y. CONTACT: K. I. VAN COTT, PRESIDENT, BINGHAMPTON, N.Y.		
Monday Aug. 14- Aug. 17	DISPLAY OF ENTIRE LINE	THE GORHAM COMPANY	WALDORF-ASTORIA
	During the American Natl. Retail Jewelers Assn. Convention, The Gorham Company will have a display of their sterling silver flatware patterns and also their holloware in the Wedgwood Room. A feature of this display will be three special table settings showing "Melrose", "Lily of the Valley" and "Lyric" as they would actually be used in the home. Contact: Glenn Wiggins, Kenyon & Eckhardt, PL. 3-0700.		
Aug. 14- Aug. 17	ALLIED LINES RETAIL CREDIT JEWELERS TRADE SHOW, BELMONT PLAZA, NEW YORK. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH ST., NEW YORK 19, N.Y., LU.2-4627.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Aug. 14-	DISPLAY OF NEW ITEMS	ONEIDA LTD.	WALDORF ASTORIA
Aug. 17	During the American National Retail Jewelers Assn. Convention, Oneida will display their new Fall items in Community, Tudor Plate, Oneida Ltd. and 1881 (R) Rogers (R) lines in the Jansen Suite. Fall plans for Heirloom Sterling will also be shown. Publicity: E. B. Bedford, Pub. Mgr. Oneida Ltd., Oneida, New York.		
Aug. 15-	NATIONAL FOOD DISTRIBUTORS EXPOSITION, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
Aug. 18	CONTACT: E. J. MARTIN, 110 N. FRANKLIN STREET, CHICAGO, ILLINOIS.		
Sunday Aug. 20-	SEATTLE GIFT, TOY AND HOUSEWARES SHOW	WESTERN MERCHANDISE MART SAN FRANCISCO, CALIF.	OLYMPIC HOTEL SEATTLE, WASHINGTON
Aug. 24	Additional space has been secured for exhibits at this show, due to unprecedented demands for space. In addition to space in the Olympic Hotel exhibits may be seen at the New Washington Hotel and the Terminal Sales Building. The World Merchandise Mart with an entrance across the street from the two hotels mentioned will give buyers an unusually complete market. Contact: Kay Leber, 1355 Market Street, San Francisco, Cal.		
Aug. 20-	ST. LOUIS GIFT SHOW, HOTEL STATLER, ST. LOUIS, MISSOURI.		
Aug. 25	CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Aug. 21-	FALL & HOLIDAY VARIETY MDSE. FAIR, 71ST REG. ARMORY, NEW YORK, N. Y.		
Aug. 24	CONTACT: ARTHUR TARSHIS, SECTY, 35 WEST 47TH STREET, LU. 2-4627.		
Monday Aug. 21-	NEW YORK GIFT SHOW TO HAVE LONGER HOURS	NATL. GIFT & ART ASSN.	HOTELS STATLER AND NEW YORKER
Aug. 25	For the convenience of buyers, the exhibit hours of the New York Gift Show will be increased this year. All exhibits will remain open until 9 P.M. on Tuesday, August 22nd. Contact: George F. Little Mgmt., MU. 9-7174.		
Aug. 23-	SEVENTH ANNUAL ADIRONDACK CRAFTSMEN'S EXHIBIT, HARRIETSTOWN TOWN HALL.		
Aug. 27	SARANAC LAKE, N.Y. CONTACT: SARANAC LAKE STUDY & CRAFT GUILD, SARANAC LAKE.		
Wednesday Aug. 23	NEW MAGAZINE TO APPEAR	MacFADDEN PUBLICATIONS	205 EAST 42ND ST.
Just out	A new national magazine, "Good Cooking" will be launched on this date. It will be devoted completely to cooking, kitchen and dining room subjects. Its theme - that the kitchen is the heart of family life and good eating contributes much to good living. Contact: Virginia Shaeffer, LE. 2-9050.		
Aug. 24-26	PENNSYLVANIA DUTCH CELEBRATION, HERSHEY, PENNSYLVANIA.		
Aug. 27-	ANNUAL OHIO STATE GIFT SHOW, HOTEL DESHLER-WALICK, COLUMBUS, OHIO		
Aug. 30	CONTACT: W. E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Aug. 27-	SECOND CALIFORNIA HOUSEWARES SHOW	LOS ANGELES TRADE FAIR 1151 S. BROADWAY	BILTMORE HOTEL LOS ANGELES, CAL.
Aug. 30	It is expected that the second Western Housewares Show will be much larger than its predecessor. Over 9000 buyers from the Western States alone are expected to attend this event. Contact: Woody C. Klingborg, L. A. Trade Fair. Publicity: Medberry & Barth, 860 S. Los Angeles St., Los Angeles, California.		
Aug. 28-	MID-SOUTH GIFT AND JEWELRY SHOW, KING COTTON HOTEL, MEMPHIS, TENNESSEE		
Aug. 31	CONTACT: A. J. CORY, SHRINE BUILDING, MEMPHIS, TENNESSEE.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 1-	BOSTON GIFT SHOW, STATLER HOTEL, BOSTON, MASSACHUSETTS.		
Sept. 8	CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 5TH AVE., N.Y.C., MU. 9-7147.		
Thursday	NATIONAL HOME FURNISHINGS SHOW	NATL. FURN. AND HOME FURNISHINGS SHOW, INC.	GRAND CENTRAL PALACE
Sept. 7-	Plans are for the second National Home Furnishings Show to be a three-floor event. Exhibitors include manufacturers, retailers, designers and leading decorators. This is the only show of its kind open to the public. Two theatres will show special features and events. The Designers' Gallery, Gallery of Table Settings, Gallery of Window Treatments and countless other distinctive exhibits will make this Show an outstanding contribution to the home furnishings industry. Exhibitors will be asked to compile lists of 50 of their dealers to whom complimentary tickets will be issued, allowing them free admission to the Palace any morning from 10 to 12 A.M. Regular show hours are from 12 to 10:30 P.M. daily, except Sunday 1:00 to 10:30 P.M. Admission, \$1.00. Contact for special features and events: Jane Scriven, Anderson, Davis & Platte, Inc., PL. 3-5200. Publicity: Louise Sloane, TR. 4-6182.		
Sept. 17	NEW YORK, N.Y.		

#### TELEVISION NEWS

Tuesday	TELEVISION PROGRAM JUST FOR YOU	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
July 25	The new Eames Rocker, fine new rocking chair designed by Charles Eames and manufactured by the Charles Miller Mfg. Co., will be shown to Ann Pringle's viewers. This is the chair that has been so highly praised by furniture experts. It is made with a molded plastic shell on a wire strut that is mounted on rockers. Publicity: Babs Doniger, PL. 3-1742.		
12:00 M.- 1:00 P.M.			
Wednesday	TELEVISION PROGRAM KATHI NORRIS SHOW	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
July 26	Daystrom-Balboa will show Kathi Norris' viewers their decorative table and chair sets and will tell why they are different and how they are made. They will stress color possibilities and the ways to use them in a house. Publicity: Babs Doniger, PL. 3-1742.		
10:00 A.M.- 11:00 A.M.			

#### PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having a List of Editors please make corrections below.

Your Home of Tomorrow, 10 Fiske Place, Mount Vernon, New York.

Mr. Harry Bernstein is now editor of this publication. He is interested in obtaining information and pictures for Thanksgiving and Christmas issues.

Today's Woman at Home, 67 West 44th Street, New York, N.Y.

Dorothy Wagner has resigned as Director of Today's Woman at Home.

Coronet, 488 Madison Avenue, New York 22, N.Y., PL. 6-3232.

A feature called "Coronet's Family Shopper" is being conducted by Geraldine Shevelsch.

# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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